

The Economic Impact of Travel on Louisiana Parishes 2011

A Study Prepared for the
Louisiana Office of Tourism
by the
Research Department of the
U.S. Travel Association
Washington, D.C.
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PREFACE

This study was conducted by the Research Department of the U.S. Travel Association for the *Louisiana Office of Tourism*. The study presents 2011 domestic travel economic impact on Louisiana and its 64 parishes. Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for federal, state, and local government. For the purpose of comparison, 2010 impact data are displayed in this report.

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INTRODUCTION

This report presents 2011 estimates of the economic impact of U.S. resident travelers' spending in Louisiana, the employment, payroll income, and tax revenue directly generated by this spending. For the purpose of comparison, 2010 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of the U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The TEIM was created to capture the highly complex nature of the U.S. travel industry at national, regional, state, and local levels. The TEIM was designed so that economic impact estimates could be compared across all fifty states and the District of Columbia, thereby allowing states and localities to assess their market share nationally, regionally or within the state.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed by the U.S. Travel Association, various federal agencies, state government, and private travel organizations each year. A summary of the methodology is provided in Appendix B.

U.S. residents traveling in Louisiana include both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on any overnight and day trips to places 50 miles or more away from home. Commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude government supported payroll and employment.

Any business visitor spending and other impacts resulting from the increase of media, private companies, and government officials and staff for BP oil spill related projects are excluded in the impact estimates presented in this report.

Since additional data relating to travel and its economic impact in 2011 will become available subsequent to this study, the U.S. Travel Association reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- In 2011, domestic travelers directly spent \$9.6 billion in Louisiana, up 6.5 percent from 2010.
- Domestic travel expenditures directly supported 99,500 jobs within Louisiana in 2011, an increase of 0.9 percent from 2010. The jobs directly supported by domestic traveler spending composed 5.2 percent of Louisiana's total non-agricultural employment and 6.4 percent of Louisiana's total private employment in 2011.
- The wage and salary earned by the employees who directly served domestic travelers in Louisiana reached \$1.9 billion in 2011, up 1.6 percent from 2010.
- On average, every \$96,657 spent by domestic travelers in Louisiana during 2011 generated one job.
- Additionally, domestic travel generated nearly \$1.2 billion in tax revenue for federal, state, and local governments in 2011, up 2.4 percent from 2010.
- Fifteen of Louisiana's 64 parishes received over \$100 million in domestic travel expenditures in 2011.
- Thirteen parishes in Louisiana indicated one thousand or more jobs directly supported by domestic travelers during 2011.

TRAVEL IMPACT ON THE U.S. ECONOMY in 2011

In 2011, the U.S. economy had a year of slow growth and fears of a double-dip recession. Real GDP grew at an annual rate of 1.8 percent in 2011, compared to 2.4 percent in 2010. The deceleration in GDP growth in 2011 was due to slowdowns in export growth and inventory accumulation along with a decline in government spending, which together more than offset accelerations in consumer spending and business fixed investment. Real disposable personal income increased 1.3 percent, slower than the 1.8 percent growth in 2010. In 2011, the nation's employment situation improved for the first time in four years: total non-farm employment increased 1.1 percent and total private industry employment grew a faster 1.7 percent. As a result, the unemployment rate decreased from 9.6 percent in 2010 to 8.9 percent in 2011.

With respect to inflation, the U.S. Consumer Price Index (CPI) rose 3.2 percent in 2011, whereas inflation in the travel industry, measured by the U.S. Travel Association's Travel Price Index (TPI), increased by 6.5 percent in 2011. Travel inflation outpaced overall consumer prices in 2011 primarily due to the sizable increases in motor fuel (26.5%) and airfare (9.3%) prices. Meanwhile, the core CPI (excluding food and energy prices) rose 1.7 percent in 2011, which was a modest increase from the 1 percent rise in 2010. The energy index increased 15.4 percent in 2011 after a 9.5 percent increase in 2010.

The real GDP increased at an annual rate of 2.0 percent in the first quarter of 2012, roughly half the 4.1 percent pace reached in the last quarter in 2011; in the second quarter, economic growth continued to moderate, with real GDP edging up 1.5 percent. The real GDP is forecasted to grow 2.4 percent in 2012 and a mild growth is expected to continue in next few years.

Positive employment growth remains constant, but sluggish. Through the first seven months of 2012, the economy added 151,000 jobs on average per-month, which is slightly less than the 2011 monthly average of 153,000 jobs created. As a consequence of moderate employment growth, the unemployment rate, though lower than at any time since January 2009, hovered around 8.3 percent through the first seven months of 2012. Through June 2012, year to date CPI increased 2.3 percent compared to the first six months of 2011, and is forecasted to increase by 2.6 percent for 2012 overall compared to 2011. The TPI is forecasted to increase 2.9 percent in 2012.

U.S. Travel Volume in 2011

After growing 3.3 percent in 2010, U.S. domestic travel volume measured in person trips increased 1.7 percent in 2011 to 2.0 billion person-trips in the year. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home. Domestic person-trips are expected to increase 1.9 percent in 2012.

In 2011, the growth of domestic travel volume slowed down for both business travelers and leisure travelers. Domestic business person-trips increased 1.0 percent to 456.1 million person-trips for 2011, while domestic leisure travel grew by 1.9 percent to 1.5 billion person-trips. In line with the economic recovery, the U.S. Travel Association forecasts that domestic business person-trips will be up 2.2 percent and leisure travel will increase 1.8 percent in 2012.

International inbound travelers to the U.S., including visitors from overseas, Canada, and Mexico, made 62.3 million visits to the U.S. in 2011, up 4.2 percent from 2010. Total international arrivals to the U.S. are expected to increase 5.0 percent to 65.4 million in 2012. Overseas arrivals to the U.S. increased 5.8 percent in 2011. During the year, arrivals from Canada increased 5.3, while Mexican visits decreased 0.4 percent.

Travel Expenditures in 2011

Domestic and international travelers' spending in the U.S. increased 8.8 percent in 2011 to \$812.9 billion, not adjusted for inflation. Business travelers spent \$248.8 billion while leisure travelers spent \$564.1 billion. Measured in chained 2005 dollars, real domestic and international travelers' expenditures increased 3.0 percent in 2011.

Domestic travelers spent \$696.7 billion directly in 2011, up 8.2 percent from 2010, before any inflation adjustment. Domestic direct travel expenditures are forecasted to increase 4.8 percent to \$730.2 billion in 2012. Real spending by domestic travelers was up 2.8 percent in 2011 adjusted in chained 2005 dollars.

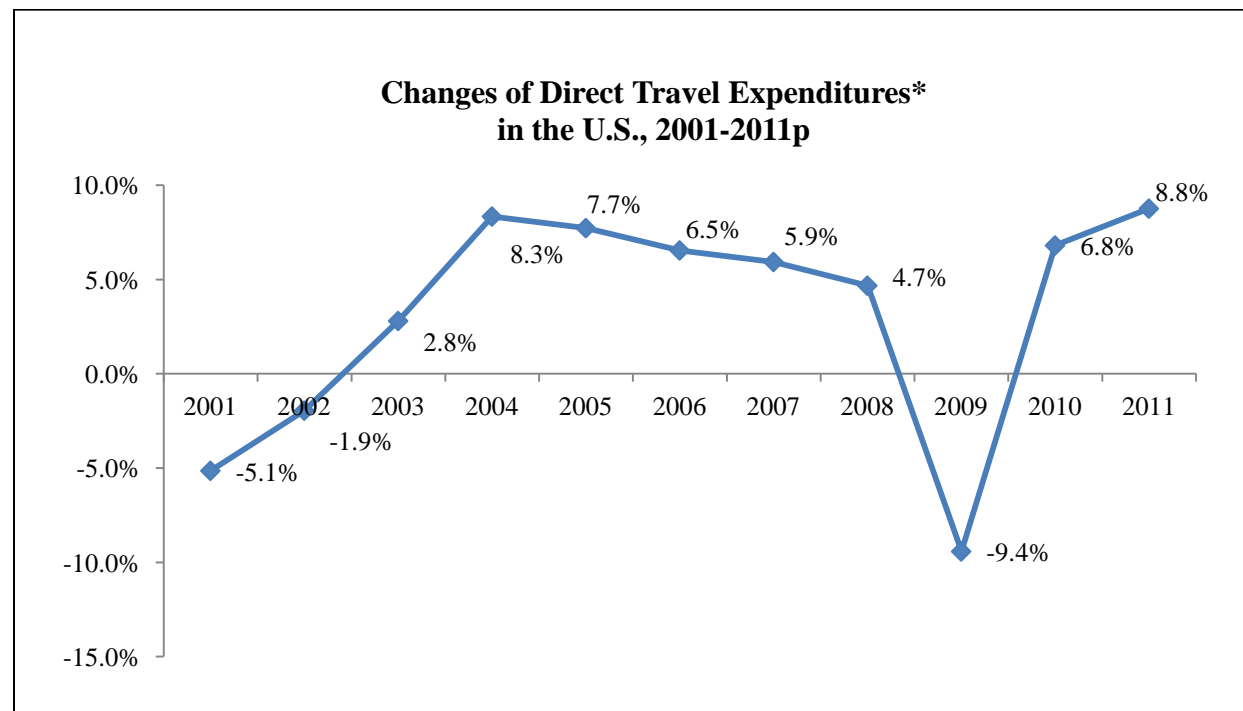
International travelers spent \$116.3 billion in the U.S. during 2011, up 12.3 percent from 2010. In addition, international travelers paid a total of \$36.6 billion to U.S. air carriers on international passenger fares in 2011, up 18.2 percent from 2010. In total, U.S. travel exports including international travelers spending in the U.S. and international passenger fares totaled \$152.7 billion in 2011, accounted for 7.3 percent of U.S. total exports of goods and services. Furthermore, the U.S. travel and tourism industry generated a \$43 billion trade surplus in 2011, \$11.3 billion more than 2010.

Without these travel exports, the 2011 trade deficit on goods and services would be 27.3 percent larger than its current level. International travelers' expenditure (excluding passenger fares) in the U.S. is expected to continue to increase by 7.4 percent to \$124.9 billion in 2012.

Table 1: Travel Expenditures in the U.S., 2010 and 2011

<u>Industry Sector</u>	2010 Travel Spending in The U.S. (\$ Billions)	2011p Travel Spending in The U.S. (\$ Billions)	% 2011p/2010 Travel Spending in The U.S. (Percent Change)
<u>Domestic Travel</u>			
Public Transportation	\$130.4	\$142.7	9.4%
Auto Transportation	123.7	145.8	17.9%
Lodging	108.2	116.1	7.3%
Foodservice	159.0	167.5	5.4%
Entertainment/Recreation	74.0	75.6	2.2%
General Retail	48.7	49.1	0.7%
<u>Domestic Total</u>	\$643.9	\$696.7	8.2%
International Total*	\$103.5	\$116.3	12.3%
Grand Total	\$747.4	\$812.9	8.8%

Source: U.S. Travel Association. P: preliminary. * Excludes international passenger fare payments.



Source: U.S. Travel Association. P: preliminary. * Excludes international passenger fare payments.

Travel Employment in 2011

After two years of decline, travel-generated employment in the U.S. increased 1.9 percent to 7.5 million in 2011. This outpaces growth in both total non-farm employment of 1.1 percent and total private employment of 1.7 percent in 2011. The travel-generated jobs accounted for 5.7 percent of total nonfarm employment and 6.9 percent of total private employment in 2011. The job growth in the travel industry accounted for seven percent of the total jobs added in 2011. During the year, the number of jobs in the travel industry was double the number of jobs in construction and real estate industries combined.

International traveler spending supported nearly 1.1 million jobs during 2011, up 5.3 percent from 2010. More than one third of added jobs in travel industry were generated by international traveler spending during 2011.

Table 2: Travel-Generated Employment in the U.S., 2010 and 2011

<u>Industry Sector</u>	<u>2010 Travel-Generated Employment (Thousands)</u>	<u>2011p Travel-Generated Employment (Thousands)</u>	<u>2011p Percent Change Over 2010 (%)</u>
<u><i>Domestic Travel</i></u>			
Public Transportation	881.9	884.2	0.3%
Auto Transportation	247.2	249.0	0.7%
Lodging	1,164.6	1,188.4	2.0%
Foodservice	2,534.1	2,579.6	1.8%
Entertainment/Recreation	1,048.8	1,060.6	1.1%
General Retail	316.7	315.3	-0.4%
Travel Planning	156.9	160.7	2.5%
<u>Domestic Total</u>	6,350.2	6,437.9	1.4%
International Total	1,020.7	1,074.5	5.3%
Grand Total	7,370.9	7,512.4	1.9%

Sources: U.S. Travel Association, Bureau of Labor Statistics

* Excludes jobs generated by international passenger fare payments.

Table 3: Overall U.S. Economic Developments, 2009-2011

<u>Sector</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
Nominal gross domestic product (\$ Billions)	\$13,973.7	\$14,498.9	\$15,075.7
Real gross domestic product (\$ Billions)*	\$12,757.9	\$13,063.0	\$13,299.1
Real disposable personal income (\$Billions)*	\$9,836.7	\$10,016.5	\$10,149.7
Real personal consumption expenditures (\$ Billions)*	\$9,032.6	\$9,196.2	\$9,428.8
Consumer price index**	214.5	218.1	224.9
Travel Price Index**	241.5	250.7	266.9
Non-farm payroll employment (Millions)	130.8	129.9	131.4
Unemployment rate (%)	9.3	9.6	8.9

Percentage change from previous year

Nominal gross domestic product	-2.2%	3.8%	4.0%
Real gross domestic product	-3.1%	2.4%	1.8%
Real disposable personal income	-2.8%	1.8%	1.3%
Real personal consumption expenditures	-1.9%	1.8%	2.5%
Consumer price index	-0.4%	1.6%	3.2%
Travel Price Index	-6.3%	3.8%	6.5%
Non-farm payroll employment	-4.4%	-0.7%	1.1%

Sources: U.S. Dept. of Commerce, U.S. Dept. of Labor, U.S. Census Bureau, U.S. Travel Association

* Chained 2005 dollars

** 1982-84=100

Table 4: U.S. Travel Trends, 2007-2011

<u>Category</u>	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>
Total travel expenditures (\$ billions)	\$738.0	\$772.5	\$699.8	\$747.4	\$812.9
<i>U.S. travelers' expenditures (\$ billions)</i>	\$640.6	\$662.1	\$605.6	\$643.9	\$696.7
<i>International travelers' expenditures in the U.S.* (\$ billions)</i>	\$97.4	\$110.4	\$94.2	\$103.5	\$116.3
Travel price index**	244.0	257.7	241.5	250.7	266.9
Travel-generated employment*** (thousands)	7,699.9	7,723.1	7,397.2	7,370.9	7,512.4

Percentage change from previous year

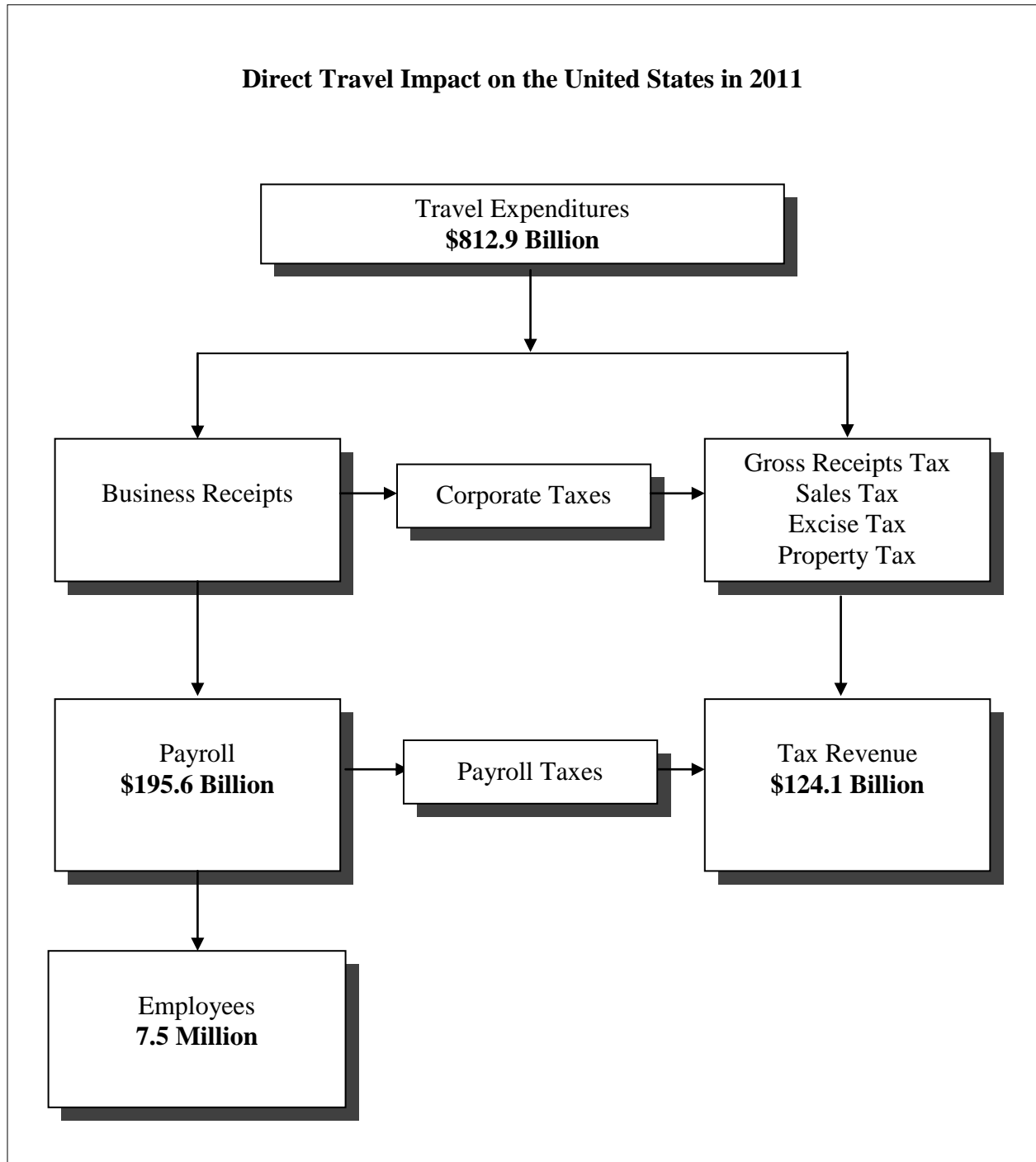
Total travel expenditures	5.9%	4.7%	-9.4%	6.8%	8.8%
<i>U.S. travelers' expenditures</i>	4.9%	3.4%	-8.5%	6.3%	8.2%
<i>International travelers' expenditures in the U.S.</i>	13.0%	13.4%	-14.7%	9.9%	12.3%
Travel price index	4.5%	5.6%	-6.3%	3.8%	6.5%
Travel-generated employment	2.1%	0.3%	-4.2%	-0.4%	1.9%

Sources: U.S. Travel Association, BEA and BLS.

* International traveler spending does not include international passenger fares.

** 1982-84=100.

*** Includes employment generated by both domestic and international traveler expenditures.



Source: U.S. Travel Association, Bureau of Economic Analysis

*Does not include international passenger fare payments and other economic impact generated by these payments.

TRAVEL IMPACT ON LOUISIANA

TRAVEL EXPENDITURES

One of the most important industries in Louisiana's economy, travel, benefited from the 2011 economic recovery. Despite some areas in the state that experienced flooding during the period of April to earlier July, Louisiana's travel and tourism continued to grow in 2011. Domestic traveler spending in the state increased 6.5 percent to \$9.6 billion in 2011 before inflation adjustment, bringing domestic travel expenditures in Louisiana close to the level achieved in 2004 before Hurricane Katrina impacted the state in 2005.

As usual, foodservice was the largest expenditure category for domestic travelers traveling in Louisiana. Domestic travelers spent \$2.4 billion on foodservice in 2011, accounting for 25.0 percent of total domestic travel expenditures in the state. This represents a 3.8 percent increase from 2010.

Domestic travelers spent \$2.2 billion on auto transportation in 2011, a 15.9 percent increase from 2010. This large growth partially reflected the rise in gasoline prices. Spending on auto transportation represents 23.3 percent of the total state domestic travel spending in 2011.

In 2011, spending on lodging increased 3.7 percent from 2010 to nearly \$1.7 billion. When compared with 2004, the year before Hurricanes Katrina and Rita, spending on lodging in 2011 was still 5.1 percent lower.

**Domestic Travel Expenditures in Louisiana
by Industry Sector, 2011**

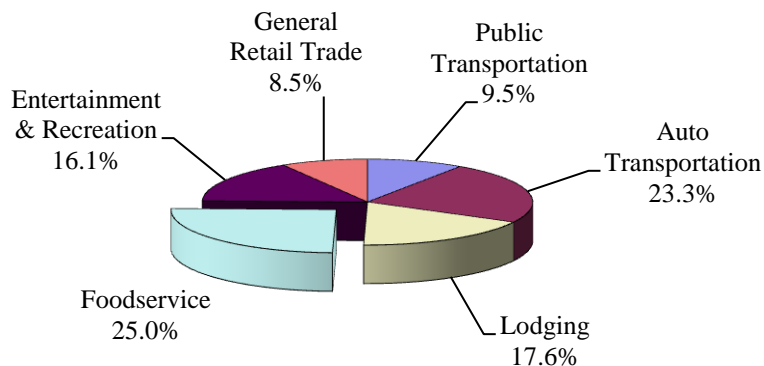


Table 5: Domestic Travel Expenditures in Louisiana by Industry Sector, 2010-2011

<i>2011 Expenditures</i>	Total (\$ millions)	Percent of Domestic Total
Public Transportation	\$911.0	9.5%
Auto Transportation	2,241.6	23.3%
Lodging	1,690.2	17.6%
Foodservice	2,407.3	25.0%
Entertainment & Recreation	1,545.7	16.1%
General Retail Trade	818.3	8.5%
Total	\$9,614.1	100.0%
<i>2010 Expenditures</i>		
Public Transportation	\$827.0	9.2%
Auto Transportation	1,934.9	21.4%
Lodging	1,630.5	18.1%
Foodservice	2,320.2	25.7%
Entertainment & Recreation	1,521.6	16.9%
General Retail Trade	795.0	8.8%
Total	\$9,029.3	100.0%
<i>Percentage change 2011 over 2010</i>		
Public Transportation	10.1%	
Auto Transportation	15.9%	
Lodging	3.7%	
Foodservice	3.8%	
Entertainment & Recreation	1.6%	
General Retail Trade	2.9%	
Total	6.5%	

Source: U.S. Travel Association

TRAVEL-GENERATED EMPLOYMENT

In 2011, domestic traveler spending directly supported 99,500 jobs in Louisiana, up 0.9 percent from 2010. Domestic travel generated employment comprised 5.2 percent of total non-agricultural employment and 6.4 percent of total private employment in Louisiana during 2011. Without these jobs generated by domestic travel, Louisiana's 2011 unemployment rate of 7.3 percent would have been 4.8 percentage points higher, or 12.2 percent of the labor force. In addition, every \$96,657 spent by domestic travelers in Louisiana directly supported one job during 2011.

The foodservice sector, which includes restaurants, and other eating and drinking places, provided more jobs than any other industry sector. In 2011, domestic travel supported 43,600 jobs in foodservice industry, up 1.1 percent from 2010 and accounting for 43.8 percent of total employment supported by domestic travel in the state. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the high level of travel employment in this sector.

Domestic travel spending supported 21,000 jobs in the lodging sector during 2011, up 1.8 percent from 2010, but still 6.9 percent lower than 2004.

**Domestic Travel-Generated Employment
in Louisiana
by Industry Sector, 2011**

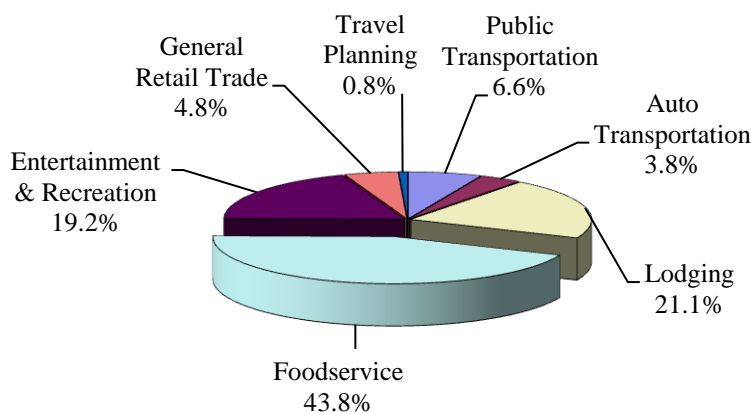


Table 6: Domestic Travel Generated Employment in Louisiana by Industry Sector, 2010-2011

<i>2011 Employment</i>	<u>Total (thousands)</u>	<u>Percent of Domestic Total</u>
Public Transportation	6.6	6.6%
Auto Transportation	3.7	3.8%
Lodging	21.0	21.1%
Foodservice	43.6	43.8%
Entertainment & Recreation	19.1	19.2%
General Retail Trade	4.8	4.8%
Travel Planning*	0.8	0.8%
Total	99.5	100.0%
<i>2010 Employment</i>		
Public Transportation	6.5	6.5%
Auto Transportation	3.7	3.8%
Lodging	20.6	20.9%
Foodservice	43.1	43.7%
Entertainment & Recreation	19.3	19.6%
General Retail Trade	4.7	4.8%
Travel Planning*	0.7	0.7%
Total	98.6	100.0%
<i>Percentage change 2011 over 2010</i>		
Public Transportation	1.8%	
Auto Transportation	0.4%	
Lodging	1.8%	
Foodservice	1.1%	
Entertainment & Recreation	-1.2%	
General Retail Trade	2.0%	
Travel Planning*	5.1%	
Total	0.9%	

Source: U.S. Travel Association

* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses.

TRAVEL-GENERATED PAYROLL

Travel-generated payroll is the wage and salary income paid to employees directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Total annual payroll income directly attributable to domestic travel increased 1.6 percent from 2010 to \$1.9 billion in 2011.

In 2011, the foodservice industry sector earnings increased 1.5 percent from 2010 to \$574.1 million.

Wages and salaries in lodging industry increased to \$439.1 million in 2011, up 3.3 percent from 2010.

Accounting for 23.1 percent of the state's total domestic travel-generated payroll income, payroll in the entertainment/recreation industry attributable to domestic travel totaled \$444.0 million in 2011, down 1.0 percent from 2010.

**Domestic Travel-Generated Payroll in Louisiana
by Industry Sector, 2011**

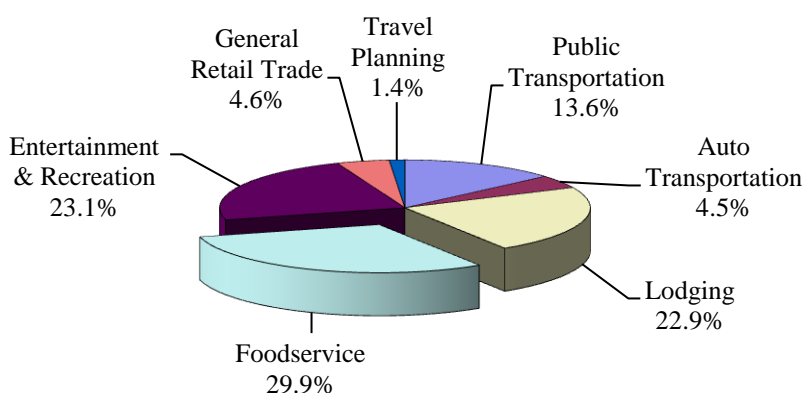


Table 7: Domestic Travel-Generated Payroll in Louisiana by Industry Sector, 2010-2011

<i>2011 Payroll</i>	<u>Total (\$ millions)</u>	<u>Percent of Domestic Total</u>
Public Transportation	\$261.1	13.6%
Auto Transportation	85.6	4.5%
Lodging	439.1	22.9%
Foodservice	574.1	29.9%
Entertainment & Recreation	444.0	23.1%
General Retail Trade	88.1	4.6%
Travel Planning*	26.2	1.4%
Total	\$1,918.2	100.0%
<i>2010 Payroll</i>		
Public Transportation	\$253.3	13.4%
Auto Transportation	85.1	4.5%
Lodging	425.2	22.5%
Foodservice	565.8	30.0%
Entertainment & Recreation	448.5	23.8%
General Retail Trade	87.4	4.6%
Travel Planning*	22.8	1.2%
Total	\$1,888.1	100.0%
<i>Percentage change 2011 over 2010</i>		
Public Transportation	3.1%	
Auto Transportation	0.6%	
Lodging	3.3%	
Foodservice	1.5%	
Entertainment & Recreation	-1.0%	
General Retail Trade	0.8%	
Travel Planning*	15.1%	
Total	1.6%	

Source: U.S. Travel Association

*Refers to payroll income that goes to travel agents, tour operators, and other travel service employees. These employees arrange passenger transportation, lodging, tours and other related services.

TRAVEL-GENERATED TAX REVENUE

Travel tax receipts are the federal, state, and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs. As a result of increases in expenditures on travel goods and services, and travel generated payroll, travel tax receipts grew in 2011.

Through the collection of individual and corporate income, employment, gasoline excise, and airline ticket taxes, the federal government received \$552.2 million in tax revenues directly attributable to domestic travel in Louisiana. Up 2.0 percent from 2010, federal taxes accounted for 47.7 percent of total Louisianan travel generated tax revenues in 2011.

Domestic travel spending in Louisiana also generated \$383.0 million tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income in 2011, up 2.3 percent from 2010.

Travel taxes collected by local governments increased 3.4 percent to \$222.0 million in 2011 through various kinds of county or city taxes such as local hotel occupancy tax, sales tax, and property tax related to travel, etc.

Each dollar spent by domestic travelers in Louisiana produced 12.0 cents for federal, state, and local tax coffers.

**Domestic Travel-Generated Tax Revenue
in Louisiana by Level of Government, 2011**

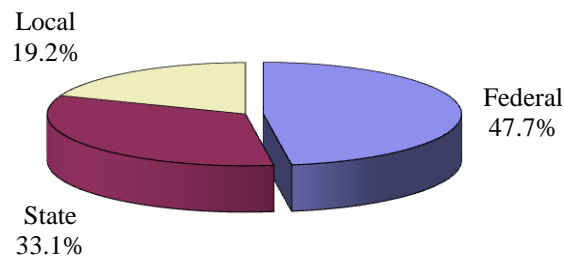


Table 8: Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2010-2011

<i>2011 Tax Revenue</i>	<u>Total (\$ millions)</u>	<u>Percent of Domestic Total</u>
Federal	\$552.2	47.7%
State	383.0	33.1%
Local	222.0	19.2%
Total	\$1,157.1	100.0%
<i>2010 Tax Revenue</i>		
Federal	\$541.5	47.9%
State	374.3	33.1%
Local	214.8	19.0%
Total	\$1,130.5	100.0%
<i>Percentage change 2011 over 2010</i>		
Federal	2.0%	
State	2.3%	
Local	3.4%	
Total	2.4%	

Source: U.S. Travel Association

DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES - 2011

In 2011, domestic traveler spending in Louisiana increased 6.5 percent from 2010 to \$9.6 billion. These expenditures directly generated \$1.9 billion in wages and salaries, 99,500 jobs and \$604.9 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the 64 parishes in Louisiana. The top five parishes in Louisiana received nearly \$6.5 billion in direct domestic travel expenditures during 2011, 67.6 percent of the state total. In 2011, domestic traveler spending in the top five parishes generated close to \$1.4 billion in payroll income and 71,700 jobs. This represented 71.3 and 72.0 percent of the state total, respectively. Additionally, domestic traveler expenditures in these top five parishes generated \$389.4 million in tax revenue for the state treasury and the local governments during 2011, 64.4 percent of the state total.

Domestic Travel Impact on Top 5 Parishes

Orleans Parish, which includes the city of New Orleans, reached nearly \$3.7 billion in domestic traveler expenditures during 2011, up 7.0 percent from 2010. This domestic traveler spending generated \$861.3 million in payroll income and 47,700 jobs.

Jefferson Parish, located adjacent to New Orleans, ranked second with \$1.0 billion in domestic traveler spending in 2011. The domestic traveler spending in this parish increased 6.6 percent over 2010. Payroll income and jobs generated by the spending totaled \$188.0 million and 9,200, respectively.

East Baton Rouge Parish, posted \$801.5 million in domestic travel expenditures during 2011, up 9.7 percent from 2010. These expenditures benefited the parish with \$139.4 million in payroll and 6,600 jobs.

Caddo Parish, received \$573.3 million from domestic travelers, 7.4 percent higher than 2010. This spending generated \$112.4 million in payroll and supported 4,900 jobs.

Lafayette Parish ranked fifth with \$427.0 million travel spending from domestic visitors. Payroll income in Lafayette Parish increased 1.0 percent from 2010 to \$67.2 million and 3,300 jobs were supported by the spending in 2011.

Table 9: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2010 and 2011
2011 Travel Impact

Parish	Expenditures (\$ millions)	Payroll (\$ millions)	Employment (thousands)	State & Local Tax Revenue (\$ millions)
ORLEANS	\$3,675.8	\$861.3	47.7	\$222.2
JEFFERSON	1,020.8	188.0	9.2	58.5
EAST BATON ROUGE	801.5	139.4	6.6	46.8
CADDO	573.3	112.4	4.9	35.4
<u>LAFAYETTE</u>	427.0	67.2	3.3	26.5
Top Five Parish Total	\$6,498.5	\$1,368.2	71.7	\$389.4
State Total	\$9,614.1	\$1,918.2	99.5	\$604.9
Share of Top 5 Parishes	67.6%	71.3%	72.0%	64.4%

2010 Travel Impact

ORLEANS	\$3,435.8	\$828.4	46.3	\$210.9
JEFFERSON	957.6	188.1	9.3	57.6
EAST BATON ROUGE	730.8	136.9	6.5	45.4
CADDO	533.9	112.7	5.0	35.2
<u>LAFAYETTE</u>	389.7	66.6	3.3	25.4
Top Five Parish Total	\$6,047.8	\$1,332.8	70.4	\$374.6
State Total	\$9,029.3	\$1,888.1	98.6	\$589.0
Share of Top 5 Parishes	67.0%	70.6%	71.4%	63.6%

**Percentage Change
2011 over 2010**

ORLEANS	7.0%	4.0%	2.9%	5.3%
JEFFERSON	6.6%	-0.1%	-1.0%	1.6%
EAST BATON ROUGE	9.7%	1.8%	0.8%	3.2%
CADDO	7.4%	-0.3%	-1.4%	0.4%
<u>LAFAYETTE</u>	9.6%	1.0%	0.8%	4.3%
Top Five Parish Total	7.5%	2.7%	1.8%	4.0%
State Total	6.5%	1.6%	0.9%	2.7%

Source: U.S. Travel Association

PARISH TABLES

The following tables list the results of the Parish Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for Louisiana in 2010 and 2011. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2011 travel expenditures, travel generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2011 travel expenditures from highest to lowest.

Table C shows the percent distribution of state total for each impact measure in 2011.

Table D shows the percent change in 2011 over 2010 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with 2010 travel expenditures, travel generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2011

Domestic Travel Impact on Louisiana Parishes – 2011**Table A: Alphabetical by Parish, 2011**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$34.35	\$3.16	0.17	\$1.79	\$0.61
ALLEN	155.17	42.67	1.98	4.39	3.17
ASCENSION	90.48	10.02	0.58	4.53	1.42
ASSUMPTION	11.08	1.12	0.06	0.55	0.25
AVOYELLES	101.85	23.47	1.13	2.40	1.63
BEAUREGARD	19.86	2.61	0.12	0.97	1.48
BIENVILLE	9.67	1.16	0.06	0.46	0.70
BOSSIER	362.45	103.08	5.03	15.58	10.50
CADDO	573.35	112.37	4.90	23.87	11.49
CALCASIEU	358.22	87.53	4.10	15.19	9.50
CALDWELL	7.56	0.98	0.05	0.33	0.48
CAMERON	4.23	0.57	0.04	0.18	0.26
CATAHOULA	5.47	0.92	0.06	0.22	0.35
CLAIBORNE	8.91	1.35	0.08	0.38	0.46
CONCORDIA	12.26	1.40	0.08	0.57	0.56
DE SOTO	16.05	1.75	0.09	0.81	0.53
EAST BATON ROUGE	801.53	139.39	6.56	33.05	13.80
EAST CARROLL	8.67	0.91	0.06	0.46	0.19
EAST FELICIANA	3.15	0.54	0.03	0.13	0.21
EVANGELINE	16.49	2.39	0.13	0.76	0.61
FRANKLIN	7.39	1.12	0.07	0.29	0.24
GRANT	3.52	0.60	0.04	0.14	0.32
IBERIA	44.75	6.65	0.37	2.06	0.78
IBERVILLE	22.08	3.11	0.16	1.06	0.90
JACKSON	9.26	1.25	0.08	0.33	0.24
JEFFERSON	1,020.84	187.99	9.20	38.44	20.07
JEFFERSON DAVIS	18.63	2.23	0.14	0.91	0.42

Table A: Alphabetical by Parish, 2011

Domestic Travel Impact on Louisiana Parishes - 2011					
Table A: Alphabetical by Parish, 2011 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	426.99	67.23	3.32	18.92	7.59
LAFOURCHE	77.66	9.23	0.51	3.88	1.32
LASALLE	4.08	0.64	0.04	0.16	0.21
LINCOLN	27.74	4.45	0.28	1.27	0.68
LIVINGSTON	47.51	4.32	0.22	2.43	1.63
MADISON	42.59	3.18	0.15	2.50	0.60
MOREHOUSE	14.97	2.32	0.13	0.69	0.40
NATCHITOCHES	36.05	5.52	0.32	1.68	1.26
ORLEANS	3,675.78	861.26	47.68	132.25	89.95
OUACHITA	237.14	41.50	1.89	9.24	4.35
PLAQUEMINES	25.02	4.00	0.20	1.14	1.80
POINTE COUPEE	10.15	1.28	0.07	0.46	0.26
RAPIDES	141.40	20.49	1.05	6.26	2.64
RED RIVER	5.86	0.71	0.04	0.29	0.19
RICHLAND	18.28	1.96	0.11	0.94	0.33
SABINE	19.47	2.49	0.13	0.86	1.94
SAINT BERNARD	34.06	4.24	0.22	1.64	0.48
SAINT CHARLES	36.00	4.69	0.26	1.66	0.51
SAINT HELENA	2.49	0.48	0.03	0.09	0.17
SAINT JAMES	10.91	1.38	0.09	0.48	0.18
SAINT JOHN THE BAPTIST	38.54	6.17	0.36	1.73	0.80
SAINT LANDRY	95.56	10.55	0.61	4.99	2.64
SAINT MARTIN	28.93	3.51	0.17	1.38	1.59
SAINT MARY	155.26	32.42	1.66	4.41	2.57
SAINT TAMMANY	200.70	27.47	1.47	9.88	5.36
TANGIPAHOA	145.22	14.15	0.75	7.42	2.37
TENSAS	3.37	0.70	0.04	0.13	0.38

Table A: Alphabetical by Parish, 2011

Domestic Travel Impact on Louisiana Parishes - 2011					
Table A: Alphabetical by Parish, 2011 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	106.75	14.95	0.83	5.32	1.85
UNION	12.40	1.30	0.07	0.61	0.81
VERMILION	40.37	3.93	0.21	2.10	0.99
VERNON	22.24	2.85	0.16	1.06	0.92
WASHINGTON	20.53	2.23	0.12	1.02	0.57
WEBSTER	46.20	5.28	0.26	2.42	1.37
WEST BATON ROUGE	46.95	6.02	0.35	2.44	0.85
WEST CARROLL	3.87	0.60	0.04	0.15	0.15
WEST FELICIANA	18.78	3.01	0.18	0.91	0.74
WINN	7.03	1.37	0.09	0.28	0.32
STATE TOTALS	\$9,614.10	\$1,918.18	99.47	\$382.96	\$221.98

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Table B: Ranking of Parishes by Expenditure Levels, 2011

Domestic Travel Impact on Louisiana Parishes - 2011**Table B: Ranking of Parishes by Expenditure Levels, 2011**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$3,675.78	\$861.26	47.68	\$132.25	\$89.95
JEFFERSON	1,020.84	187.99	9.20	38.44	20.07
EAST BATON ROUGE	801.53	139.39	6.56	33.05	13.80
CADDO	573.35	112.37	4.90	23.87	11.49
LAFAYETTE	426.99	67.23	3.32	18.92	7.59
BOSSIER	362.45	103.08	5.03	15.58	10.50
CALCASIEU	358.22	87.53	4.10	15.19	9.50
OUACHITA	237.14	41.50	1.89	9.24	4.35
SAINT TAMMANY	200.70	27.47	1.47	9.88	5.36
SAINT MARY	155.26	32.42	1.66	4.41	2.57
ALLEN	155.17	42.67	1.98	4.39	3.17
TANGIPAHOA	145.22	14.15	0.75	7.42	2.37
RAPIDES	141.40	20.49	1.05	6.26	2.64
TERREBONNE	106.75	14.95	0.83	5.32	1.85
AVOYELLES	101.85	23.47	1.13	2.40	1.63
SAINT LANDRY	95.56	10.55	0.61	4.99	2.64
ASCENSION	90.48	10.02	0.58	4.53	1.42
LAFOURCHE	77.66	9.23	0.51	3.88	1.32
LIVINGSTON	47.51	4.32	0.22	2.43	1.63
WEST BATON ROUGE	46.95	6.02	0.35	2.44	0.85
WEBSTER	46.20	5.28	0.26	2.42	1.37
IBERIA	44.75	6.65	0.37	2.06	0.78
MADISON	42.59	3.18	0.15	2.50	0.60
VERMILION	40.37	3.93	0.21	2.10	0.99
SAINT JOHN THE BAPTIST	38.54	6.17	0.36	1.73	0.80
NATCHITOCES	36.05	5.52	0.32	1.68	1.26
SAINT CHARLES	36.00	4.69	0.26	1.66	0.51

Table B: Ranking of Parishes by Expenditure Levels, 2011

Domestic Travel Impact on Louisiana Parishes - 2011**Table B: Ranking of Parishes by Expenditure Levels, 2011 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	34.35	3.16	0.17	1.79	0.61
SAINT BERNARD	34.06	4.24	0.22	1.64	0.48
SAINT MARTIN	28.93	3.51	0.17	1.38	1.59
LINCOLN	27.74	4.45	0.28	1.27	0.68
PLAQUEMINES	25.02	4.00	0.20	1.14	1.80
VERNON	22.24	2.85	0.16	1.06	0.92
IBERVILLE	22.08	3.11	0.16	1.06	0.90
WASHINGTON	20.53	2.23	0.12	1.02	0.57
BEAUREGARD	19.86	2.61	0.12	0.97	1.48
SABINE	19.47	2.49	0.13	0.86	1.94
WEST FELICIANA	18.78	3.01	0.18	0.91	0.74
JEFFERSON DAVIS	18.63	2.23	0.14	0.91	0.42
RICHLAND	18.28	1.96	0.11	0.94	0.33
EVANGELINE	16.49	2.39	0.13	0.76	0.61
DE SOTO	16.05	1.75	0.09	0.81	0.53
MOREHOUSE	14.97	2.32	0.13	0.69	0.40
UNION	12.40	1.30	0.07	0.61	0.81
CONCORDIA	12.26	1.40	0.08	0.57	0.56
ASSUMPTION	11.08	1.12	0.06	0.55	0.25
SAINT JAMES	10.91	1.38	0.09	0.48	0.18
POINTE COUPEE	10.15	1.28	0.07	0.46	0.26
BIENVILLE	9.67	1.16	0.06	0.46	0.70
JACKSON	9.26	1.25	0.08	0.33	0.24
CLAIBORNE	8.91	1.35	0.08	0.38	0.46
EAST CARROLL	8.67	0.91	0.06	0.46	0.19
CALDWELL	7.56	0.98	0.05	0.33	0.48
FRANKLIN	7.39	1.12	0.07	0.29	0.24

Table B: Ranking of Parishes by Expenditure Levels, 2011

Domestic Travel Impact on Louisiana Parishes - 2011**Table B: Ranking of Parishes by Expenditure Levels, 2011 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
WINN	7.03	1.37	0.09	0.28	0.32
RED RIVER	5.86	0.71	0.04	0.29	0.19
CATAHOULA	5.47	0.92	0.06	0.22	0.35
CAMERON	4.23	0.57	0.04	0.18	0.26
LASALLE	4.08	0.64	0.04	0.16	0.21
WEST CARROLL	3.87	0.60	0.04	0.15	0.15
GRANT	3.52	0.60	0.04	0.14	0.32
TENSAS	3.37	0.70	0.04	0.13	0.38
EAST FELICIANA	3.15	0.54	0.03	0.13	0.21
SAINT HELENA	2.49	0.48	0.03	0.09	0.17
STATE TOTALS	\$9,614.10	\$1,918.18	99.47	\$382.96	\$221.98

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Table C: Percent Distribution by Parish, 2011

Domestic Travel Impact on Louisiana Parishes - 2011					
Table C: Percent Distribution by Parish, 2011					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.36%	0.16%	0.17%	0.47%	0.28%
ALLEN	1.61%	2.22%	1.99%	1.15%	1.43%
ASCENSION	0.94%	0.52%	0.59%	1.18%	0.64%
ASSUMPTION	0.12%	0.06%	0.06%	0.14%	0.11%
AVOYELLES	1.06%	1.22%	1.13%	0.63%	0.73%
BEAUREGARD	0.21%	0.14%	0.12%	0.25%	0.66%
BIENVILLE	0.10%	0.06%	0.07%	0.12%	0.32%
BOSSIER	3.77%	5.37%	5.05%	4.07%	4.73%
CADDO	5.96%	5.86%	4.93%	6.23%	5.17%
CALCASIEU	3.73%	4.56%	4.12%	3.97%	4.28%
CALDWELL	0.08%	0.05%	0.05%	0.09%	0.21%
CAMERON	0.04%	0.03%	0.04%	0.05%	0.12%
CATAHOULA	0.06%	0.05%	0.06%	0.06%	0.16%
CLAIBORNE	0.09%	0.07%	0.08%	0.10%	0.21%
CONCORDIA	0.13%	0.07%	0.08%	0.15%	0.25%
DE SOTO	0.17%	0.09%	0.09%	0.21%	0.24%
EAST BATON ROUGE	8.34%	7.27%	6.60%	8.63%	6.22%
EAST CARROLL	0.09%	0.05%	0.06%	0.12%	0.09%
EAST FELICIANA	0.03%	0.03%	0.03%	0.03%	0.09%
EVANGELINE	0.17%	0.12%	0.13%	0.20%	0.27%
FRANKLIN	0.08%	0.06%	0.07%	0.08%	0.11%
GRANT	0.04%	0.03%	0.04%	0.04%	0.14%
IBERIA	0.47%	0.35%	0.37%	0.54%	0.35%
IBERVILLE	0.23%	0.16%	0.16%	0.28%	0.41%
JACKSON	0.10%	0.07%	0.08%	0.09%	0.11%
JEFFERSON	10.62%	9.80%	9.25%	10.04%	9.04%
JEFFERSON DAVIS	0.19%	0.12%	0.14%	0.24%	0.19%

Table C: Percent Distribution by Parish, 2011

Domestic Travel Impact on Louisiana Parishes – 2011					
Table C: Percent Distribution by Parish, 2011 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	4.44%	3.50%	3.33%	4.94%	3.42%
LAFOURCHE	0.81%	0.48%	0.52%	1.01%	0.60%
LASALLE	0.04%	0.03%	0.04%	0.04%	0.10%
LINCOLN	0.29%	0.23%	0.28%	0.33%	0.31%
LIVINGSTON	0.49%	0.23%	0.22%	0.64%	0.73%
MADISON	0.44%	0.17%	0.15%	0.65%	0.27%
MOREHOUSE	0.16%	0.12%	0.13%	0.18%	0.18%
NATCHITOCHE	0.37%	0.29%	0.32%	0.44%	0.57%
ORLEANS	38.23%	44.90%	47.93%	34.53%	40.52%
OUACHITA	2.47%	2.16%	1.90%	2.41%	1.96%
PLAQUEMINES	0.26%	0.21%	0.20%	0.30%	0.81%
POINTE COUPEE	0.11%	0.07%	0.07%	0.12%	0.12%
RAPIDES	1.47%	1.07%	1.05%	1.64%	1.19%
RED RIVER	0.06%	0.04%	0.04%	0.07%	0.09%
RICHLAND	0.19%	0.10%	0.11%	0.25%	0.15%
SABINE	0.20%	0.13%	0.13%	0.22%	0.87%
SAINT BERNARD	0.35%	0.22%	0.23%	0.43%	0.22%
SAINT CHARLES	0.37%	0.24%	0.26%	0.43%	0.23%
SAINT HELENA	0.03%	0.03%	0.03%	0.02%	0.08%
SAINT JAMES	0.11%	0.07%	0.09%	0.12%	0.08%
SAINT JOHN THE BAPTIST	0.40%	0.32%	0.36%	0.45%	0.36%
SAINT LANDRY	0.99%	0.55%	0.61%	1.30%	1.19%
SAINT MARTIN	0.30%	0.18%	0.17%	0.36%	0.72%
SAINT MARY	1.61%	1.69%	1.67%	1.15%	1.16%
SAINT TAMMANY	2.09%	1.43%	1.48%	2.58%	2.42%
TANGIPAHOA	1.51%	0.74%	0.75%	1.94%	1.07%
TENSAS	0.04%	0.04%	0.04%	0.03%	0.17%

Table C: Percent Distribution by Parish, 2011

Domestic Travel Impact on Louisiana Parishes - 2011**Table C: Percent Distribution by Parish, 2011 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	1.11%	0.78%	0.83%	1.39%	0.83%
UNION	0.13%	0.07%	0.07%	0.16%	0.37%
VERMILION	0.42%	0.20%	0.21%	0.55%	0.45%
VERNON	0.23%	0.15%	0.16%	0.28%	0.42%
WASHINGTON	0.21%	0.12%	0.12%	0.27%	0.26%
WEBSTER	0.48%	0.28%	0.27%	0.63%	0.62%
WEST BATON ROUGE	0.49%	0.31%	0.35%	0.64%	0.38%
WEST CARROLL	0.04%	0.03%	0.04%	0.04%	0.07%
WEST FELICIANA	0.20%	0.16%	0.18%	0.24%	0.34%
WINN	0.07%	0.07%	0.09%	0.07%	0.15%
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%

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Table D: Percent Change over 2010

Domestic Travel Impact on Louisiana Parishes – 2011**Table D: Percent Change over 2010**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	8.10%	-0.66%	-0.91%	0.85%	2.59%
ALLEN	3.48%	0.68%	0.11%	2.41%	3.46%
ASCENSION	5.78%	-2.77%	-3.02%	-1.28%	1.67%
ASSUMPTION	6.29%	-2.35%	-3.13%	-0.69%	2.42%
AVOUELLES	2.25%	-1.50%	-1.89%	0.51%	1.59%
BEAUREGARD	6.71%	3.18%	1.98%	1.44%	3.94%
BIENVILLE	6.39%	-2.01%	-2.93%	-0.45%	2.93%
BOSSIER	-0.86%	-4.77%	-4.45%	-2.57%	-2.13%
CADDO	7.40%	-0.32%	-1.44%	-0.12%	1.46%
CALCASIEU	5.64%	1.50%	0.37%	2.26%	4.02%
CALDWELL	6.17%	-1.33%	-2.26%	1.70%	1.55%
CAMERON	2.75%	-2.60%	-3.63%	-1.12%	3.25%
CATAHOULA	0.27%	-1.44%	-2.50%	0.18%	1.78%
CLAIBORNE	5.95%	1.42%	1.47%	3.21%	2.38%
CONCORDIA	5.36%	-2.75%	-3.65%	-1.09%	2.02%
DE SOTO	8.34%	-1.74%	-2.51%	-0.39%	3.07%
EAST BATON ROUGE	9.69%	1.80%	0.84%	2.98%	3.75%
EAST CARROLL	6.18%	-2.62%	-3.80%	-3.75%	1.17%
EAST FELICIANA	0.18%	-1.40%	-2.58%	0.10%	2.40%
EVANGELINE	5.61%	-0.50%	-0.85%	1.18%	2.00%
FRANKLIN	0.10%	-1.96%	-2.58%	-0.07%	1.31%
GRANT	0.38%	-0.96%	-2.28%	0.34%	2.42%
IBERIA	6.38%	2.14%	1.65%	2.35%	4.18%
IBERVILLE	5.39%	-1.98%	-2.64%	-0.34%	2.94%
JACKSON	5.55%	-0.46%	-1.54%	1.43%	3.32%
JEFFERSON	6.61%	-0.08%	-1.00%	1.04%	2.57%
JEFFERSON DAVIS	9.20%	2.33%	1.99%	2.24%	3.99%

Table D: Percent Change over 2010

Domestic Travel Impact on Louisiana Parishes - 2011**Table D: Percent Change over 2010 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	9.56%	0.96%	0.77%	3.90%	5.37%
LAFOURCHE	-1.32%	-3.28%	-3.10%	-7.00%	-0.56%
LASALLE	2.05%	0.28%	-0.43%	1.96%	2.95%
LINCOLN	1.98%	-3.39%	-3.18%	-1.39%	1.02%
LIVINGSTON	6.15%	1.06%	0.44%	0.38%	2.65%
MADISON	4.91%	-7.66%	-7.69%	-7.20%	-2.01%
MOREHOUSE	3.61%	-0.74%	-1.37%	-0.66%	1.65%
NATCHITOCHE	1.49%	-1.03%	-2.44%	-2.63%	-1.02%
ORLEANS	6.98%	3.97%	2.94%	5.54%	5.04%
OUACHITA	7.10%	-0.09%	-1.58%	0.86%	2.27%
PLAQUEMINES	6.74%	0.82%	0.08%	2.07%	2.79%
POINTE COUPEE	2.18%	-2.70%	-4.07%	-1.82%	2.47%
RAPIDES	7.89%	0.05%	-0.89%	1.22%	2.80%
RED RIVER	6.08%	-1.57%	-2.50%	-0.34%	2.25%
RICHLAND	9.28%	-2.95%	-4.21%	-0.44%	0.71%
SABINE	5.96%	1.11%	0.95%	2.67%	1.67%
SAINT BERNARD	6.58%	-0.18%	-0.56%	0.55%	2.47%
SAINT CHARLES	4.39%	-1.42%	-1.68%	0.58%	3.14%
SAINT HELENA	0.66%	-0.48%	-1.85%	0.64%	2.37%
SAINT JAMES	3.65%	-2.39%	-3.16%	-0.10%	3.06%
SAINT JOHN THE BAPTIST	4.90%	0.70%	0.57%	2.25%	2.82%
SAINT LANDRY	3.81%	-2.87%	-3.24%	-1.10%	0.40%
SAINT MARTIN	5.65%	2.72%	1.62%	0.46%	2.44%
SAINT MARY	5.00%	0.71%	0.67%	3.07%	3.16%
SAINT TAMMANY	7.03%	-0.31%	-0.65%	1.30%	2.94%
TANGIPAHOA	6.97%	1.92%	1.02%	-0.30%	1.45%
TENSAS	0.81%	-0.86%	-1.93%	0.60%	2.26%

Table D: Percent Change over 2010

Domestic Travel Impact on Louisiana Parishes - 2011**Table D: Percent Change over 2010 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	-1.28%	-4.23%	-4.11%	-5.70%	-3.48%
UNION	7.06%	-1.67%	-2.55%	-0.25%	1.69%
VERMILION	8.14%	-0.36%	-0.72%	1.05%	2.49%
VERNON	11.99%	3.06%	2.96%	6.91%	9.16%
WASHINGTON	4.73%	-1.77%	-3.08%	-1.33%	2.21%
WEBSTER	7.77%	2.61%	1.85%	0.25%	1.82%
WEST BATON ROUGE	7.85%	2.68%	2.09%	0.24%	1.89%
WEST CARROLL	2.52%	0.80%	0.12%	2.44%	2.38%
WEST FELICIANA	3.69%	-0.37%	-1.10%	-1.12%	1.84%
WINN	0.24%	-1.57%	-2.61%	0.05%	2.11%
STATE TOTALS	6.48%	1.59%	0.88%	2.32%	3.37%

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Table E: Alphabetical by Parish, 2010

Domestic Travel Impact on Louisiana Parishes					
Table E: Alphabetical by Parish, 2010					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	\$31.78	\$3.18	0.17	\$1.78	\$0.60
ALLEN	149.95	42.38	1.98	4.29	3.06
ASCENSION	85.54	10.30	0.60	4.58	1.40
ASSUMPTION	10.42	1.15	0.06	0.55	0.24
AVOYELLES	99.61	23.83	1.15	2.39	1.60
BEAUREGARD	18.61	2.53	0.12	0.96	1.42
BIENVILLE	9.09	1.18	0.07	0.46	0.68
BOSSIER	365.59	108.24	5.26	15.99	10.73
CADDO	533.86	112.74	4.97	23.90	11.32
CALCASIEU	339.09	86.23	4.09	14.85	9.14
CALDWELL	7.12	0.99	0.05	0.33	0.47
CAMERON	4.12	0.59	0.04	0.18	0.25
CATAHOULA	5.45	0.93	0.06	0.22	0.35
CLAIBORNE	8.41	1.33	0.08	0.37	0.45
CONCORDIA	11.64	1.44	0.08	0.58	0.55
DE SOTO	14.82	1.78	0.10	0.81	0.51
EAST BATON ROUGE	730.75	136.93	6.51	32.09	13.30
EAST CARROLL	8.16	0.93	0.06	0.48	0.19
EAST FELICIANA	3.15	0.55	0.04	0.13	0.20
EVANGELINE	15.61	2.40	0.13	0.76	0.60
FRANKLIN	7.38	1.14	0.08	0.29	0.24
GRANT	3.50	0.61	0.04	0.14	0.31
IBERIA	42.06	6.51	0.36	2.01	0.75
IBERVILLE	20.95	3.17	0.16	1.06	0.88
JACKSON	8.78	1.26	0.08	0.33	0.23
JEFFERSON	957.59	188.14	9.29	38.04	19.57
JEFFERSON DAVIS	17.06	2.18	0.14	0.89	0.40

Table E: Alphabetical by Parish, 2010

Domestic Travel Impact on Louisiana Parishes
Table E: Alphabetical by Parish, 2010 (Continued)

<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	389.74	66.59	3.29	18.21	7.21
LAFOURCHE	78.70	9.54	0.53	4.17	1.33
LASALLE	4.00	0.64	0.04	0.16	0.21
LINCOLN	27.20	4.60	0.28	1.29	0.67
LIVINGSTON	44.75	4.28	0.22	2.43	1.59
MADISON	40.60	3.44	0.16	2.69	0.62
MOREHOUSE	14.45	2.34	0.13	0.70	0.39
NATCHITOCHE	35.52	5.57	0.33	1.73	1.27
ORLEANS	3,435.81	828.41	46.31	125.31	85.64
OUACHITA	221.42	41.54	1.92	9.16	4.26
PLAQUEMINES	23.44	3.97	0.20	1.12	1.75
POINTE COUPEE	9.94	1.31	0.08	0.46	0.25
RAPIDES	131.07	20.48	1.06	6.19	2.57
RED RIVER	5.52	0.72	0.04	0.29	0.19
RICHLAND	16.73	2.02	0.12	0.94	0.33
SABINE	18.37	2.46	0.13	0.83	1.91
SAINT BERNARD	31.96	4.25	0.23	1.64	0.47
SAINT CHARLES	34.49	4.75	0.27	1.65	0.50
SAINT HELENA	2.47	0.48	0.03	0.09	0.16
SAINT JAMES	10.53	1.41	0.09	0.48	0.17
SAINT JOHN THE BAPTIST	36.74	6.12	0.36	1.69	0.78
SAINT LANDRY	92.06	10.87	0.63	5.05	2.63
SAINT MARTIN	27.39	3.42	0.16	1.38	1.56
SAINT MARY	147.86	32.19	1.65	4.28	2.49
SAINT TAMMANY	187.52	27.55	1.48	9.75	5.21
TANGIPAHOA	135.76	13.88	0.74	7.44	2.34
TENSAS	3.34	0.70	0.04	0.13	0.37

Table E: Alphabetical by Parish, 2010

Domestic Travel Impact on Louisiana Parishes
Table E: Alphabetical by Parish, 2010 (Continued)

<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	108.13	15.61	0.87	5.64	1.92
UNION	11.58	1.33	0.07	0.61	0.80
VERMILION	37.33	3.94	0.21	2.07	0.97
VERNON	19.86	2.76	0.16	0.99	0.84
WASHINGTON	19.60	2.27	0.12	1.03	0.56
WEBSTER	42.87	5.15	0.26	2.42	1.35
WEST BATON ROUGE	43.53	5.86	0.34	2.43	0.84
WEST CARROLL	3.77	0.60	0.04	0.15	0.15
WEST FELICIANA	18.11	3.02	0.18	0.92	0.73
WINN	7.01	1.39	0.09	0.28	0.32
STATE TOTALS	\$9,029.27	\$1,888.10	98.60	\$374.26	\$214.75

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APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at U.S. Travel Association (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state, and county economies in this country. It is a disaggregated model comprised of a variety of travel categories (described in Appendix B: Glossary of Terms). The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight and day trips to places 50 miles away or more, one way, from the traveler's origin and any overnight trips away from home in paid accommodations.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 18 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

Travel *expenditure* is assumed to take place whenever traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into related categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax revenues* include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Eighteen (18) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 18 categories of travel related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations. The estimates derived through the cost factor method are also validated through three additional methods: Household travel spending ratio method - the ratio of out of town spending to total household spending; Trip expenditure ratio method – the ratio of each travel spending category in a trip to that trip’s total expenditures; and economic and business statistics validations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by U.S. Travel Association, The Bureau of Labor Statistics’ Survey of Consumer Expenditures, Smith Travel Research’s Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries’ (OTTI) Survey of International Air Travelers and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 18 travel categories are associated with a type of travel related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment, and payroll of hotels, motels, and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in

each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates. The total sales, payroll, and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local, and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau, and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments, and private organizations. The data can be gathered at the zip code level. Consumer survey data are not used in locality impact estimates due to small sample size issue.

The data used to estimate the local area shares includes sales, employment, payroll, and taxes for all travel-related industry categories. Local data provided by states such as sales/tax receipts, employment and wages, attraction attendances, etc. are critical inputs. County and local sales, establishments, employment and payroll data derived from Economic Census, County Business Patterns, and the Quarterly Census of Employment and Wages (QCEW) are also used in the model.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Brief Illustrations of TEIM Formula

Estimates of Travel Expenditure

- Travel spending in category i = level of the travel activity i * *per unit cost of the activity i*
Example: Spending on hotel rooms = nights stayed in hotel * average hotel room rate
- Total Travel Spending = \sum Travel Spending in category i , $i=1,2,3,\dots,18$

Estimates of Business Receipts, Payroll and Employment

For Category i

- Travel business receipts = estimated travel spending – (sales and excise taxes)
- Travel-generated payroll
= Total payroll of the industry / total sales of the industry * travel business receipts
- Travel-generated employment
= Total employment of the industry / total payroll of the industry * travel-generated payroll
- Total business receipts, payroll and employment, are equal to the sum of all categories of each measurement respectively.

Estimates of Tax Revenues

The types of tax revenue included in the estimations:

- Retail sales and excise taxes
For each travel related industry:
Sales tax or excise tax revenue =
(tax rate (federal, state, and local)) * estimated travel spending of the category
- Individual income tax
For each travel related industry:
Travel-generated personal income tax revenue =
(total state PI tax collection / total state PI) * estimated travel-generated personal income
- Corporate income tax and property tax are estimated in the same way.
- Total tax receipts for the federal, state, and local government are equal to the sum of all kinds of taxes of all industries.

Estimates of Travel Economic Impact of counties (CTEIM)

- County share = measurement of the county / sum of all counties for the same measurement.
- Travel Impact on the county = county share * the state total (estimated by TEIM).

Appendix B: Glossary of Terms – TEIM

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes, and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state, and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Appendix C: Travel Related Industry by NAICS

Travel industry categories: With the transition to NAICS, the U.S. Travel Association has adjusted its selection of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, U.S. Travel Association's Travel Economic Impact Model tracks business activity in seven (7) major travel-related industry groups. The industry groups and subcategories used in the model are outlined below, followed by a detailed table of NAICS Codes. The share of travel in each of listed industries will depend on travel spending estimates for the related categories and are different from industries and areas.

Automobile Transportation: Gasoline service stations, passenger car rental, motor vehicle/parts dealers, automotive repairs, and maintenance.

Entertainment/Recreation industry: Entertainment, art, and recreation industry.

Foodservice industry: Eating & drinking places, and grocery stores.

Retail Trade industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops, and other retail stores.

Lodging industry: This industry includes hotels, motels, and motor hotels, camps, and trailer parks.

Public Transportation industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak), and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

Accommodations

7211 Traveler Accommodations
7212 Recreational Vehicle Parks & Campgrounds

Auto Transportation

532111 Passenger Car Rental
447 Gasoline Stations
4411 Automobile Dealers
4412 Other Motor Vehicle Dealers
4413 Automotive Parts, Accessories, and Tire Stores
8111 Automotive Repair and Maintenance

Entertainment and Recreation

711 Performing Arts, Spectator Sports & Related Industries
712 Museums, Historical Sites & Similar Institutions
713 Amusement, Gambling & Recreation

Food

7221 Full service Restaurants
7222 Limited Service Eating Places
7224 Drinking Places
445 Food and Beverage stores

Public Transportation

481 Passenger Air Transportation
4881 Airport Support Activities
4821 Rail Transportation
4852 Interurban and Rural Bus Transportation
4853 Taxi & Limousine Services
485510 Charter Bus
483112 Deep Sea Passenger Transportation
483114 Coastal and Great Lakes Passenger Transportation
483212 Inland Water Passenger Transportation
487 Scenic & Sightseeing Transportation

Retail

451 Sporting Goods, Hobby, Book, and Music Stores
452 General Merchandise Stores
453 Miscellaneous Store Retailers
443 Electronics and Appliance Stores
444 Building Material and Garden Equipment, and Supplies Dealers
446 Health and Personal Care Stores
448 Clothing and Clothing Accessories Stores

Travel Arrangement

5615 Travel Arrangement & Reservation Services (includes travel agencies and tour operators)

Appendix D: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Airlines for America (A4A), (formerly known as Air Transport Association of America - ATA)
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Louisiana Office of Tourism
Louisiana Department of Labor, Research & Statistics Division
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
U.S. Travel Association